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JES87 U.S. PTO

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**PATENT APPLICATION**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Docket No: 28049/34394

**PATENT APPLICATION TRANSMITTAL**

*Box Patent Application  
Assistant Commissioner for Patents  
Washington, D.C. 20231*

Sir:

Transmitted herewith for filing is the patent application of

Inventors: Daozheng Lu; Paul C. Kempter and William A. Feininger

Title: AUDIENCE MEASUREMENT SYSTEM FOR DIGITAL TELEVISION

**1. Type of Application**

This new application is for a


- ☒ utility patent.  
☐ design patent.

**2. Application Papers Enclosed**

- 1 Title Page  
54 Pages of Specification (excluding Claims, Abstract & Drawings)  
21 Pages of Claims  
1 Page of Abstract  
7 Sheets of Drawings (Figs. 1 to 30)  
☐ Formal  
☒ Informal

**CERTIFICATION UNDER 37 CFR 1.10**

I hereby certify that this Patent Application Transmittal and the documents referred to as enclosed therewith are being deposited with the United States Postal Service on **May 12, 1998**, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231 utilizing the "Express Mail Post Office to Addressee" service of the United States Postal Service under Mailing Label No. EM401471965US.

  
Richard Zimmermann

09076347 051298

3. Declaration or Oath

- ☒ Enclosed
- ☒ Executed by (check all applicable boxes)
- ☒ Inventor(s)
- ☐ Legal representative of inventor(s)  
(37 CFR 1.42 or 1.43)
- ☐ Joint inventor or person showing a proprietary interest on behalf of  
inventor who refused to sign or cannot be reached
- ☐ The petition required by 37 CFR 1.47 and the statement required  
by 37 CFR 1.47 are enclosed. See Item 5D below for fee.
- ☐ Not enclosed - the undersigned attorney or agent is authorized to file this  
application on behalf of the applicant(s). An executed declaration will follow.

4. Additional Papers Enclosed

- ☐ Preliminary Amendment
- ☐ Information Disclosure Statement
- ☐ Declaration of Biological Deposit
- ☐ Computer readable copy of sequence listing containing nucleotide and/or amino acid  
sequence
- ☐ Verified statement(s) claiming small entity status under 37 CFR 1.9 and 1.27
- ☐ Associate Power of Attorney
- ☐ Verified translation of a non-English patent application
- ☐ An assignment of the invention
- ☐ Certified copy(ies) of application(s):

COUNTRY	APPLICATION NO.	FILED

from which priority under 35 USC 119 is claimed ☐

is(are) attached.

☐ will follow.

☐ Other

5. Filing Fee Calculation (37 CFR 1.16)

A. ☒ Utility Application

CLAIMS AS FILED - INCLUDING PRELIMINARY AMENDMENT (IF ANY)						
			SMALL ENTITY		OTHER THAN A SMALL ENTITY	
	NO. FILED	NO. EXTRA	RATE	FEE	RATE	FEE
BASIC FEE				\$395.00		\$790.00
TOTAL	69 - 20	49	X 11 =	\$	X 22 =	\$1,078.00
INDEP.	9 - 3	6	X 41 =	\$	X 82 =	\$492.00
<input type="checkbox"/> First Presentation of Multiple Dependent Claim			+ 135 =	\$	+ 270 =	
Filing Fee:				\$	OR	\$2,360.00

B. ☐ Design Application (\$160.00/\$320.00) Filing Fee: \$ \_\_\_\_\_

C. ☐ Plant Application (\$265.00/\$530.00) Filing Fee: \$ \_\_\_\_\_

D. Other Fees

☐ Recording Assignment [Fee -- \$40.00 per assignment] \$ \_\_\_\_\_

☐ Petition fee for filing by other than all the inventors  
or person on behalf of the inventor where inventor refused  
to sign or cannot be reached [Fee -- \$130.00] \$ \_\_\_\_\_

☐ Other \$ \_\_\_\_\_

Total Fees Enclosed **\$2,360.00**

6. Method of Payment of Fees

☒ Enclosed check in the amount of: **\$2,360.00**

☐ Charge Deposit Account No. 13-2855 in the amount of: \$ \_\_\_\_\_  
A copy of this Transmittal is enclosed.

☐ Not enclosed

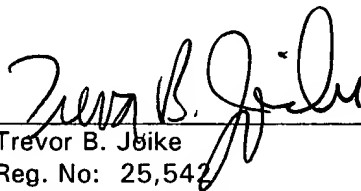
7. **Deposit Account and Refund Authorization**

The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 37 CFR 1.17 or under other applicable rules (except payment of issue fees), to Deposit Account No. 13-2855. A copy of this Transmittal is enclosed.

Please refund any overpayment to Marshall, O'Toole, Gerstein, Murray & Borun at the address below.

Please direct all future communications to Trevor B. Joike, Esq., at the address below.

Respectfully submitted,

By:   
Trevor B. Joike  
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May 12, 1998